



## I-Corps Cognizant Program Officers

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# Topic-Specific Program Directors

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# I-Corps Webinar Agenda

- Background
- Programmatic Details
  - Eligibility
  - Project Proposal
  - Budget
- I-Corps
  - Team
  - Curriculum
  - Demo
- Next Steps
- Expectations
- Q&A



# I-Corps (Background)

- Public-Private partnership to
  - support the development of technologies, products and processes
- NSF-wide
- Creates a national network
  - Scientists, engineers, innovators, business leaders and entrepreneurs
- Purpose: to provide access to resources to help determine the readiness to transition technology previously supported by NSF

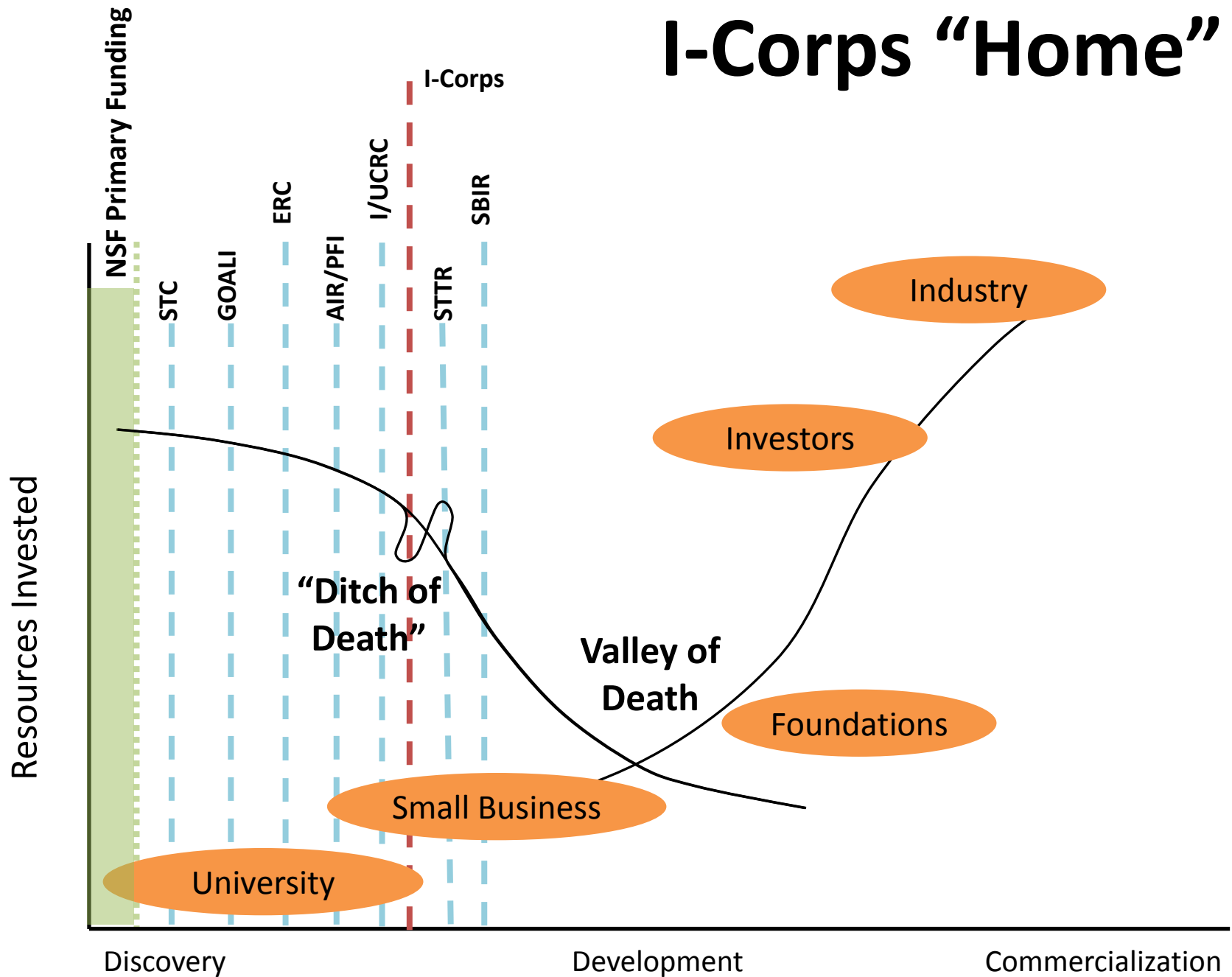


# I-Corp Program (Background)

- Leveraging NSF-lineage of previous support
- Small grants to focus on creating a commercialization roadmap
  - Addresses the “Ditch of Death”
- Nimble funding – Quick assessment
- Team-based – Commercialization is team effort
- Process-oriented - Curriculum-focused



# I-Corps “Home”



# Program Details (Eligibility)

- PI: Previous NSF award in last 5 years
- Must have I-Corps team in place at initial contact
- Must be available for off-site Workshops and on-site Curriculum (entire team)
- Serious time commitment
  - Consistent with start-up mentality



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# Program Details (Project Proposal)

- Solicitation 11-560
- Written authorization from Cognizant PD required to submit proposal
- 5-page proposal
  - Team (2 pages)
  - NSF Lineage (1 Page)
  - Potential Commercial Impact (1 page)
  - Project Plan/Demo (1 page)
- Rolling process, Quarterly batches
- 4-week turnaround to award, Internal Review





# Program Details (Budget)

- \$50 K per award
  - Capped at 10% IDC (\$5K)
  - \$45K in direct costs
- 21 awards in Q4FY11 (target was 25)
- Target 100 awards in FY12
- 100 awards in FY13

# I-Corps Team

- Entrepreneurial Lead
  - Post-doc or Student to move it forward
- I-Corps Mentor
  - Domain-relevant volunteer guide
  - Proximity is better
- PI
  - Researcher with current or previous award



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# I-Corps Curriculum

- Based on hypothesis-driven business-model discovery
  - pioneered by Stanford and Steve Blank
  - I-245 based on E-245 (see the E-245 blog for a preview)
- Focuses on addressing market risk
- Requires getting out of the lab
  - **AT LEAST 15 hours of prep per week**
- Mandatory for all I-Corps participants (**For 2QFY12**)
  - March 20-22 at Stanford
  - 5 follow-on webinars with team presentations
  - May 22nd-23rd Demo days in Silicon Valley



# I-Corps Project Plan/Demo

- Must be within striking distance to product or process demonstration
  - remember it is \$50 K and 6 months
- Demo description is up to your team
  - Proof of concept
  - Mockup
  - Working prototype

# Next Steps: Contacting NSF

- Who within NSF can act as your advocate?
- Start with your advocate or Topic-specific PD or combination
- Relate critical information (hint: prepare in advance)
  - Composition of the team proposing to undertake the commercialization feasibility research
  - Relevant current/previous NSF awards
  - Brief description of the potential commercial impact
  - Brief description of the current commercialization plan



# Expected Results

- Project Deliverables
  - Technology disposition: Go/No Go
  - Technology demonstration: To show partner
  - Commercialization Roadmap: Assuming Go
- Program Outcomes
  - Functioning network of Mentors/Advisors
  - Scientist and Engineers trained as Entrepreneurs
  - Increased impact of NSF-funded basic research



# Common Questions

- What can be included in direct costs?
  - ~\$10K in travel and registration for two trips to Stanford for entire team, depending on proximity
  - Stipend for Entrepreneurial Lead
  - Travel costs to customers/partners/stakeholders
  - Machining, materials, software, licenses, etc for prototype or proof-of-concept, as appropriate
- Unallowable:
  - Stipend/consulting fees for I-Corps Mentor
  - Legal Fees (Startup, IP protection)



# Common Questions

- Who makes a good mentor?
  - Someone with the right “rolodex” – contacts in your area of commercialization are critical for “getting out of the lab”
  - Someone who has entrepreneurial experience
  - Someone who has business expertise in your sector
  - Contact your Tech Transfer Office for ideas





# More Information

- I-Corps website [www.nsf.gov/i-corps](http://www.nsf.gov/i-corps)
- Monthly webinars

